

## **Communications Specialist Association of Child Life Professionals**

### **About the Association of Child Life Professionals**

Established as a nonprofit organization in 1982, the Association of Child Life Professionals (ACLP) advances the field of child life by establishing and maintaining professional standards, enhancing the professional growth and development of members, and advancing the credibility of the child life profession by fostering research and promoting the standards of child life practice on a national and international level.

The Association represents trained professionals with expertise in helping infants, children, youth, and families cope with the stress and uncertainty of illness, injury, and treatment. ACLP is comprised of more than 5,000 individuals representing at least 600 organizations worldwide. Learn more about ACLP at [childlife.org](http://childlife.org).

### **Position Summary**

ACLP is seeking a Communications Specialist to assist in leading the implementation of our day-to-day communication activities. The Communications Specialist will be a self-starter with enthusiasm for learning and taking on new challenges and must possess strong skills across communication channels from email and social media to Facebook advertising and website management.

### **Primary Duties and Responsibilities**

The primary responsibilities of this role are to write and distribute compelling emails, compose social media posts that are aligned with the overall communications strategy and vision, creation of digital ads, and website updates. These tasks should embody the voice of ACLP while amplifying awareness, conversions, and engagement; monitor performance of these channels, enhancing and troubleshooting as needed; manage the tactical daily content calendars; and both track and extract applicable metrics and data-driven insights from within these channels to inform decisions that will maximize marketing efficiencies and outcomes. The Communications Specialist will also investigate and identify promotional opportunities across ACLP's communication channels and apply these findings to create and execute marketing campaigns that increase awareness of member benefits, programs, and events.

In addition, this role will have input in user experience and customer journey improvements, strategic brainstorming, and other communication functions as needed. This position will be given the freedom and opportunity to build new skills, take on challenges, and explore out-of-the-box ideas that can lead to career growth.

The successful candidate is analytical, a critical thinker and problem-solver with exception project management skills, and a skilled communicator who enjoys infusing copy with a splash of fun and playfulness. The Communications Specialist will report to the Director of Communications & Publications.

### **Working for ACLP**

ACLP's headquarters is in Falls Church, Virginia. ACLP is open to the consideration of a fully remote position to hire the candidate that is the best fit for our association. ACLP offers eligible employees a comprehensive range of benefits, including medical, dental, vision, and life insurance. Additional benefits include a 401(k) savings plan with strong company match, paid holidays, sick and vacation leave, and more.

### **Qualifications and Experience**

- Bachelor's degree in marketing, strategic communications, or related field
- 3-5 years of communications experience

- Knowledgeable and experienced in email marketing automation, social media marketing, and website updates (familiarity/certification in Google Analytics a plus)
- Creative and keen eye for design
- Ability to prioritize, manage multiple projects simultaneously, and work well in an independent environment
- Ability to execute daily tactics that contribute to the overall strategic plan
- Excellent verbal and written communication skills
- Organized, detail-oriented, self-motivated, and results-driven
- Strong project management skills

**Job Status**

The Communications Specialist is a permanent, full-time position and is classified as “exempt” (salaried at a regular rate regardless of the number of hours worked).

**EEO Policy**

The Association of Child Life Professionals (ACLP) believes that equal opportunity for all employees is important for the continuing success of our organization. In accordance with state and federal law, ACLP will not discriminate against an employee or applicant for employment because of race, disability, color, creed, religion, sex, age, sexual orientation, genetic information, national origin, ancestry, citizenship, veteran status, or non-job-related factors in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on qualifications and job requirements.

**Disclaimer**

This description is intended to provide an overview of the responsibilities and duties of the position. It is not all-inclusive. The incumbent in the position will be expected to perform other duties as required. The responsibilities may change over time. This description is provided for informational purposes only and does not form the basis of a contract.